



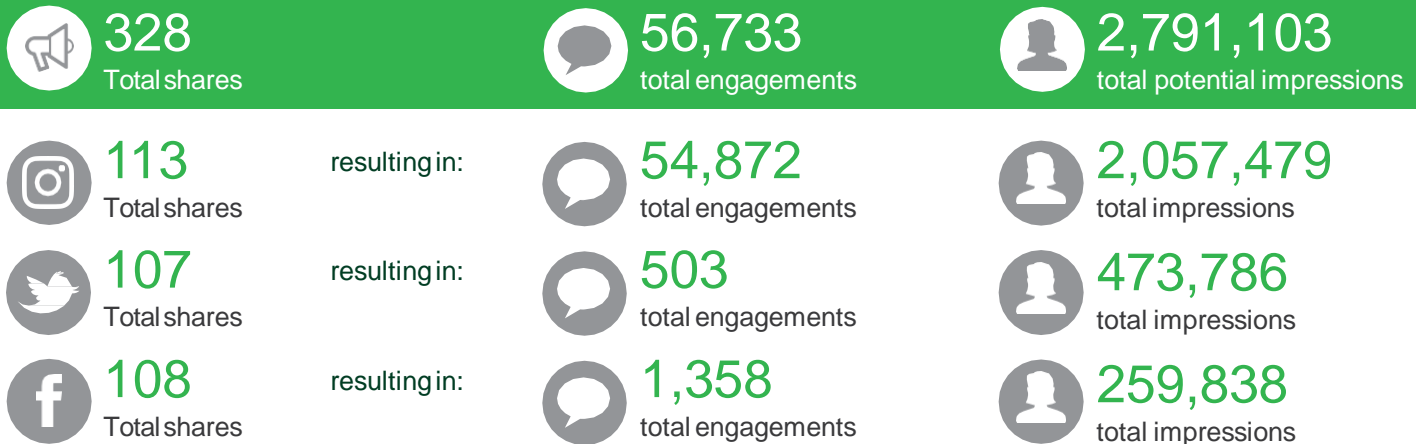
## Just Play

# Ryan's World Smashin' Surprise Safes Ryan's World Super Surprise Safe Social Spotters Campaign Final Report – September 2019

### OVERVIEW

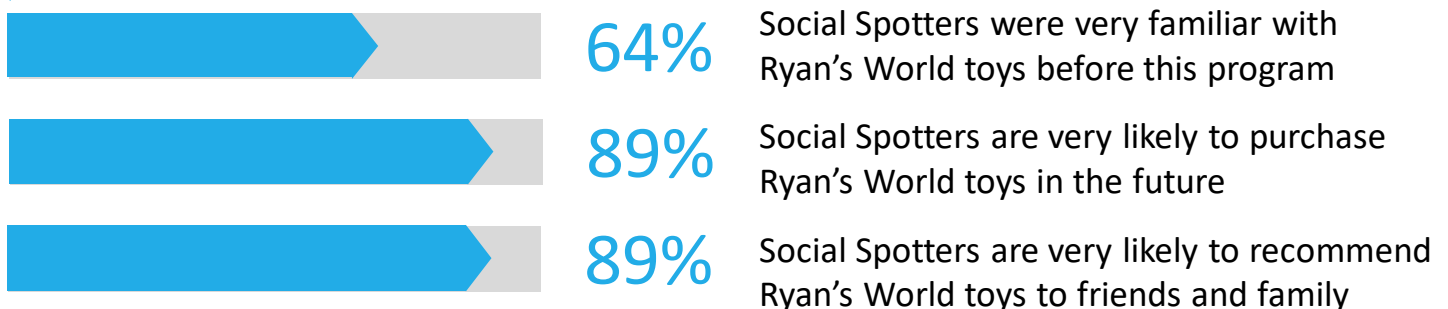
We created a buzz online surrounding Ryan's World - Smashin' Surprise Safes (25) and Super Surprise Safe (30) at Walmart nationwide. By activating 55 Social Spotters to find and locate these Ryan's World products in Walmart and sharing photos of the toys online, we were able to increase brand and retailer awareness, as well as generate consideration to purchase Ryan's World toys among consumers.

### COMBINED NUMBERS



The Social Spotters program exceeded industry benchmarks for engagement rates on Instagram, Twitter, & Facebook (Instagram – 2.67% vs. 1.97%, Twitter - .11% vs .036%, Facebook - .52% vs .12%)

### SURVEY RESULTS



### PRODUCT REVIEWS

4 Social Spotters left product reviews for Ryan's World Smashin' Surprise Safes on Walmart.com  
10 Social Spotters left product reviews for Ryan's World Super Surprise Safe on Walmart.com





**kimilove** • Follow

kimilove Remember how I scooped up one of those @ryansworld Smashin' Surprise Safes for my kids at @walmart? #ad I finally gave it to them (it was a surprise), and they had so much fun smashing them open with the super sledgehammer that comes inside! Each safe has a different mystery surprise toy and I don't know about yours, but these kids go crazy for surprise toys! They loved it! I may need to add these to their Christmas list!scroll through to see their reactions! #RyansWorld #Walmart #SocialSpotters

1w

littledovejustine Looks like they're having a blast!

Liked by blogaboutitall and 640 others

AUGUST 18

Add a comment... Post



**missmazariegos** • Follow

missmazariegos We could never pass up this display! 🤩 #ad

Adrian has been obsessed with @ryansworld since the start so to see new toys come out is always SO exciting! This new display at @walmart has all of the newest selections! We ended up purchasing this Smashin' Surprise Safes toy.

Each safe has a fun surprise inside that you open with a special hammer 🛠️ We can't wait to open these up and show y'all what's inside! For now, head to your local Walmart and look for the display with all of the new @ryansworld toys!

Liked by blogaboutitall and 843 others

JULY 25

Add a comment... Post



**elizabeth\_highcock\_pierso** • Follow

Walmart Eureka - Eureka Towne Center Dr

elizabeth\_highcock\_pierson Someone is excited for the newest release from @ryansworld!! These new 'Smashin' Surprise Safes' are available @walmart. Dax can't wait to start smashing these safes open to discover what's inside!

#ryansworld #ryansworldtoys #walmart #walmartfinds #walmartkid #whowaitwalmart #ryanstoyreview #surprisetoy #toysforkids #onlyatwalmart #socialspotters #ad #momselect #joyfulmamas

Liked by blogaboutitall and 907 others

JULY 19

Add a comment... Post



**heydonnah** • Follow

Las Vegas, Nevada

heydonnah [ad] Look who decided to pop out of the safe! It's @ryansworld! The kiddos had a blast smashing the safe open and finding surprises in them.

Grab one of these @walmart and watch them smash the safes with smiling faces!

1,536 likes

7 DAYS AGO

Add a comment... Post



**homeboundbuthopeful** • Follow

Rochester, New York

homeboundbuthopeful [ad] I was a twin, with no other siblings growing up, so the whole older/middle/new baby dynamic isn't something I've personally experienced. But it's such a big change for the entire family, adding thelstone and his tiny-baby-neediness into the mix, that it's not surprising the bigger kiddos seem to be feeling a little lost in the shuffle lately. The bigger boys and I had the chance to do a little shopping together at @Walmart recently, and spent some time checking out cool new finds, like the Ryan's World - Smashin' Surprise Safes!

The boys, especially thelstone, are big fans of Ryan's YouTube channel, as

Liked by frugalfloridamom and 38 others

JULY 26

Add a comment... Post



**missmazariegos** • Follow

Knoxville, Tennessee

missmazariegos @ryansworld Smashin' Surprise Safes toy is so much fun!

Adrian was so excited to smash each box with the toy hammer and reveal the fun surprises! This kept him entertained and busy for hours! His favorite surprise was a bag of slime, pretend eyeballs, and the Ryan figure!

This is available at @walmart 🛒

#walmart #ryansworld #socialspotters #ad #walmartfinds #toys #kidstoy #toyreview #toyreviews #toyreviewer #knoxville #mommyblogger #momblog #ourmamilife

476 likes

AUGUST 15

Add a comment... Post



**mandyrena** • Follow

Scottsdale, Arizona

mandyrena Who is still looking for ways to keep kids entertained in the evenings? #ad My kids are huge fans of Ryan's Toy Review and these Ryan's World Smashin' Surprise Safes are a lifesaver. They keep the kids entertained and they get to play with toys from one of their favorite people. I enjoy that you can easily grab them at @walmart while you are doing your shopping.

#RyansWorld #Walmart #SocialSpotters

2w

theglammpreneur Love these!

2w 2 likes Reply

Liked by blogaboutitall and 123 others

AUGUST 14

Add a comment... Post



**savvygreystyles** • Follow

Walmart Seekonk

savvygreystyles Playing it Safe with Ryan's World Smashin' Surprise Safes!

Greyson was so excited to see his favorite toy aficionado, Ryan and his toy line @walmart In each package of Smashin' Surprise Safes are 5 safes and a hammer. You can use the hammer to smash open the safes to reveal cool surprises.

#walmart #ryansworld #ad #ryansworldtoys #toyreview #kidinfluencer #letthekids #letthembea #momlife #boymom #twinnom #influencer #toys #hotttoys #socialspotters

Liked by blogaboutitall and 737 others

JULY 23

Add a comment... Post





**noturaveragemomof5** • Follow  
Walmart Supercenter Prescott Valley

**noturaveragemomof5** [ad] It is safe to say that Ryan's World - Smashin' Surprise Safes are a huge win in our home! Connor had so much fun finding the surprises hidden inside! So happy that @walmart is carrying these!  
#socialspotters #ryansworld #toyreview #toyreviews #kidtoytesters

1w

**ryan\_rucker\_vetmom** This looks like so much fun!

6d Reply

**rheamendezona** Cassie's kinda thing—surprises. I should keep her away from it 😂

952 likes  
AUGUST 17

Add a comment... Post



**elizabeth\_highcock\_pierso** • Follow  
St. Louis

**elizabeth\_highcock\_pierso** Dax loves surprise toys and "blind bags". It must be something, for kids, about the thrill of not knowing what's inside. As an adult, that would drive me crazy! These Ryan's World toys did not let him down! He loved smashing them open with the hammer and discovering the surprise inside! Dax gives a big thumbs up to the newest toys from his pal, Ryan!

\*\*\*find them @walmart

Liked by mcnallymindy and 415 others  
AUGUST 14

Add a comment... Post



**gofastmommy** • Follow  
Phoenix, Arizona

**gofastmommy** She finally mastered her back float and he...well he really is the most patient big brother ever. So drove them to @walmart today and let them each pick out a new toy and they both grabbed these Ryan's World Smashin' Surprise Safes- which is great because they each have their own so that's one less fight they'll have later on 🙌🙌

#schoolstartswhen #summer #summerbreak #summervacation #momlife #ad #socialspotters #walmart #ryansworld #toddler #kids

75 likes  
JULY 24

Add a comment... Post



**mom\_s\_are\_cool\_too** • Follow  
Walmart Raynham

**mom\_s\_are\_cool\_too** Look👀 what we found at our local @walmart - The new #ryansworld smashin surprise safes! 🙌

~ My boys love Ryan's world and Nolan couldn't wait to get his hands on one! ~ Peek back soon to see what cool surprises we get! 🙌

#walmart #ad #socialspotters #motherlovecrew

4w

**anything.inc** Ouuuu that's so exciting! What a great find 🙌

4w 1 like Reply

**inannesheartvhrv** Can't wait to

Liked by breetaalks and 684 others  
JULY 30

Add a comment... Post



**eraholland** So three Walmart trips and two online pickup orders later, we were finally able to get our hands on the new @ryansworld Smashin' Surprise Safes! The Ryan's World sections were wiped out so there must be something good up in these safes. The Don will be doing an unboxing tomorrow morning so we can find out! #ad

And FYI these Smashin' Surprise Safes are exclusively at @Walmart. I suggest you order online and do store pickup! It took us 3 days to track one down! But now that we have it we're looking forward to seeing what's inside!  
#RyansWorld #Walmart #SocialSpotters

Liked by blogaboutitall and 597 others  
AUGUST 3



**mom\_s\_are\_cool\_too** • Follow  
Home Sweet Home

**mom\_s\_are\_cool\_too** If you are a #ryansworld fan like we are...👀 Head on over to your local @Walmart and get in on the fun!!

Look👀 at all of the cool surprises the boys unlocked!...

#walmart #ad #socialspotters #motherlovecrew #ryansworld #smash #smashandsurprise #ryan #fun #myhtfg #mammashwhoblog

2w

**cuzzy719** 🙌🙌

2w 1 like Reply

Liked by thetrieftribe and 614 others  
AUGUST 12

Add a comment... Post



**mariannfrances** • Follow  
Port Saint Lucie, Florida

**mariannfrances** Because Ryan is life! #ad I'm pretty sure I felt this way about Rainbow Brite back in the day. 🙌

Have you seen the Ryan's World Smashin' Surprise Safes at @walmart? I knew these were coming home with us and soon as we rounded the corner. Who could say no to these faces???

...

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...

#ryansworld #walmart #socialspotters #momlife #boymom #florida #parenting #summer #floridamom #westpalmbeach #southflorida

Liked by blogaboutitall and 364 others  
JULY 24

Add a comment... Post



**mandyrena** • Follow  
Walmart Miami - Coral Way

**mandyrena** #ad While I am enjoying some time on vacation my husband took our daughter to @walmart where she found the new Ryan's World - Smashin' Surprise Safe. She is living her best life with her dad this weekend...  
#RyansWorld #Walmart #SocialSpotters

5w

**mandyrena** #childhood #kids #love #instagood #instagram #family #endabuse #childhoodmemories #children #photography #instadaily #life #photooftheday #safety #memories #safe #koodakmodel #childmodel #society #save #nzo

Liked by blogaboutitall and 191 others  
JULY 20

Add a comment... Post



### ★★★★★ My daughter loves it!

My daughter really loved the Smashin' Surprise Safes. She's a huge fan of Ryan's world and she had so much fun finding new surprises in every box.



Felicia, August 19, 2019

### ★★★★★ Great gift for parties or fun at home

Perfect to keep the kids entertained all afternoon. The fact there is 5 safes make it so kids get to enjoy the toy over and over again. Perfect gift for a kids party who loves surprises.

Mandyrena, August 14, 2019

### ★★★★★ Your kids will love them

My daughter loved how entertaining it was to open all 5. We loved that they didnt have the same toy but different ones from his collection



Alockeoflove, September 11, 2019

### ★★★★★ Great toy for kids!

We had lots of fun smashing these boxes to reveal the surprise. My 4 year old thought it as a great toy!

ElizabethPierson, August 19, 2019